



SUPPLEMENTAL INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL  
TO THE PROSECUTION OF THE SUBJECT APPLICATION

Applicants: E.B. Watson et al. Attorney Docket No. MSFT121736  
Application No.: 10/805,870 Group Art Unit: 2161  
Filed: March 22, 2004 Examiner: S. Metjahic  
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD

U.S. PATENT DOCUMENTS

| *Examiner<br>Initials | Cite<br>No. | Document No. | Kind<br>Code | Date<br>(mm/dd/yyyy) | Name           |
|-----------------------|-------------|--------------|--------------|----------------------|----------------|
|                       | U9          | 2002/152204  | A1           | 10/17/2002           | Ortega et al.  |
|                       | U10         | 2003/135490  | A1           | 07/17/2003           | Barrett et al. |
|                       | U11         | 2003/172075  | A1           | 09/11/2003           | Reisman        |

FOREIGN PATENT DOCUMENTS

| *Examiner<br>Initial | Cite<br>No. | Document No. | Kind<br>Code | Publication Date<br>(mm/dd/yyyy) | Country | English<br>Abstract<br>Provided | Translation<br>Provided |
|----------------------|-------------|--------------|--------------|----------------------------------|---------|---------------------------------|-------------------------|
|                      | F1          | WO 02/27529  | A            | 04/04/2002                       | WO      |                                 |                         |
|                      | F2          | WO 02/063514 | A            | 08/15/2002                       | WO      |                                 |                         |

OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

| *Examiner<br>Initial | Cite<br>No. |
|----------------------|-------------|
| NONE                 |             |

| Examiner          | Date Considered |
|-------------------|-----------------|
| /Darnell Pouncil/ | 04/16/2008      |

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

DJC:sbk

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